

21.07 ECONOMIC DEVELOPMENT

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21.07-1 Economic Development Overview

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The Economic Development theme relates to industrial, commercial and retailing activity. The key Economic Development themes are shown on the Economic Development Strategic Framework Plan included in this Clause.

Economic Activity

The Knox economy is comprised of a diverse range of activities. Major employment sectors are manufacturing, wholesale business services and retail sectors. Manufacturing is the leader in terms of monetary output (25.9% of all industry output). The next biggest industry sector is wholesale trade (12.6%) followed by property and business services (8.5%) and retail trade (7%). In proportional terms, Knox is better represented than Victoria generally in manufacturing, wholesale, property and business services and retail. With gross annual production in excess of \$6.0 Billion Knox is a major contributor to the regional and broader Melbourne economies. Knox is home to many large national and multinational companies and with much of its output being exported, the local economy is heavily dependent upon its transportation networks. Knox presently has over 14,300 businesses, employing in excess of 84,000 persons, of which around 40% are Knox residents. With a total resident workforce of over 87,000 persons the majority of these must travel to workplaces in other municipalities. This highlights the need for an efficient transport system.

Strengthening the City's image as a high quality business address by encouraging good design and meeting the increasingly high amenity expectations of many businesses will contribute significantly to the economic development of Knox. Opportunities exist to further improve the appearance of gateways and major strategic sites, along rail and road corridors and by augmenting views to the Dandenong Ranges and Lysterfield Valley.

Industry/Commerce

Knox has a mix of new and older industrial employment precincts. In older industrial areas the appearance and poor structure of local streets result in a low profile and unfavourable image. Along declared arterial roads the unattractive frontages of these precincts also detracts from the image of their surrounding neighbourhoods. In newer areas, development often features extra and more attractive landscape settings. However, in both old and new areas the provision for pedestrian access is typically less than satisfactory. There is also a need for better connectivity between industrial precincts and local activity centres. Important to the image of Knox will be improvements to the way in which development is designed and responds to the local setting.

Substantial portions of industrial and commercial zoned land in Knox are under-utilised. As greenfield sites are limited it is important that better use be made of land in the older established precincts. There is an opportunity to redevelop under-utilised sites and groups of sites in these areas enabling them to contribute more positively to the Knox economy.

There is a small amount of primary industry in Knox that is restricted to a relatively few economically viable sites. For those extractive industry sites which are economically viable, it is important to enable their ongoing use. For other sites which are nearing the end of their productive life, these should become available for alternative uses in the short to medium term.

Scoresby-Rowville Employment Precinct

In line with global economic change, Knox is experiencing increasing demand for quality employment precincts providing a high level of amenity and lifestyle options. In Knox this has been particularly noticeable in Scoresby and Rowville. The Scoresby-Rowville Employment Precinct is an emerging Specialised Activity Centre, with an attractive

landscaped setting, it is structured to meet these demands and become a centre for new industry and employment growth.

The Scoresby-Rowville Employment Precinct, located north-west of Rowville on land bounded by Stud, Wellington and Ferntree Gully Roads and EastLink, is an area where high amenity 'production economy' related activities are being encouraged to locate and develop. The Precinct will perform a "specialist activity centre" role for the outer east and focus on research and development, industry/technology and warehousing/distribution and office uses.

Activity Centres

The *Knox 2025 Vision* describes activity centres as having a unique and valued identity and image which will continue to develop their uniqueness as community hubs and provide enhanced amenity for residents and businesses. A hierarchy of activity centres is encouraged which allows for a balanced approach to urban development with a mix of housing densities sited in appropriate locations. An increased proportion of population and business growth is directed to principal and major activity centres and major transport routes.

Knox's activity centres are increasingly becoming the hubs for community life and offer or have potential to offer a range of retail, commercial, recreational, residential and social activities and services that encourage a greater sense of place, history, pride and connectedness. Not all centres offer the same opportunities and benefits, but together they form a hierarchy of viable and accessible centres that underpin the community and contribute to Knox's identity, culture, diversity and image.

Over the next three years, structure planning for the principal and major activity centres will continue being undertaken to determine their future development potential for retail, commercial, medium and higher density development based on the centre's role and local context in Knox.

Some centres lack vitality because of poor mix of activities and services and poor urban design in the public and private domain. A central challenge to activity centres within Knox, is the increasing pressure for non-centre based retailing activity and the fragmented land holdings within most activity centres that inhibits redevelopment. All new retail development should be located within identified activity centres. Restricted retail sales should also be located in activity centres (Principal and Major Activity Centres) or along the identified Burwood Highway strip (as shown on the Industrial & Restricted Retail Sales plan included in Clause 22.02).

A further challenge is the increasing volume and speed of traffic on declared arterial roads that fragment many of the older activity centres making them less pleasant community environments. Within Knox numerous car dependent developments have created urban environments that offer poor amenity for pedestrians, even within the innermost areas of activity centres.

Melbourne 2030

The State Government's metropolitan strategy *Melbourne 2030* defines activity centres within Knox into three categories: Knox Central Principal Activity Centre; Major Activity Centres; and Neighbourhood Centres. The location and hierarchy of Knox's activity centres is shown in the Overall Strategic Framework Plan at Clause 21.03.

In line with these hierarchical categories, the role of reinforcing each activity centre is of equal importance and the key characteristics and challenges for these centres are discussed below.

Knox Central Principal Activity Centre

The Knox Central Principal Activity Centre is the principal activity centre for Knox serving as the civic, retail, commercial and entertainment focus for the municipality. The Centre performs a regional role for the outer east and will see significant investment and growth over the next 25 years as a retail centre of regional significance that is a thriving, lively focal point for the outer eastern suburbs. The Precinct includes land along Burwood

Highway from Stud Road to Scoresby Road, areas south of Blind Creek and also includes Lewis Park, the adjacent retarding basin and the Swinburne University of Technology.

The vision for the Knox Central Principal Activity Centre is to create a cohesive physically, economically, socially and culturally vibrant centre that will become the pre-eminent centre and focal point of regional activity in Knox. The Precinct will be a modern mixed-use activity centre, with a shift in its role and form brought about by focusing on the highest quality urban design (including Ecologically Sustainable Design principles) and the broadest possible range of activities in a physically, economically, socially and culturally cohesive vital and vibrant place.

Significant opportunities exist to achieve integration with existing and proposed public transport, furthering transit oriented development objectives at the local and broader level through the implementation of *Melbourne 2030* transport initiatives.

The Knox Central Principal Activity Centre local policy at Clause 22.04 applies to this centre. The purpose of the policy is to guide and direct future land use and development within the Precinct.

Major Activity Centres

Bayswater, Boronia, and Rowville (Stud Park) Activity Centres are Major Activity Centres that will serve a smaller catchment than the principal activity centre and provide scope for investment and change in retail, office, service and residential activities.

Key issues in Main Activity Centres are:

- The need to preserve the primary function of commercial land and encourage higher density residential development to locate above active commercial ground uses within the centre. Medium density residential development is to be located around the periphery of the centre to provide greater opportunities for people to live within the centre.
- Retail uses are to be consolidated within the retail core of the centre.
- Redevelopment of underutilised land or inappropriately used sites to provide a land use mix that contributes to a revitalised centre.
- Need to provide a range of uses and services within the centre that meet the needs of the growing community
- Increase the scale and level of activity within the centre, while ensuring views of the Dandenong Ranges are protected and enhanced.
- Need to provide a high amenity for pedestrians with buildings designed to provide high quality architecturally designed facades, active frontages at ground level and weather protection.
- Prioritise pedestrian movements to make it easier and safer for people to travel to and within the centre
- Improve the interface between development and adjoining streets, open space and public spaces.
- Improve the public realm to encourage people to meet formally and causally in an attractive and safe environment.
- Need to provide accessible community services.

Council has adopted structure plans for the Bayswater, Boronia and Rowville (Stud Park) Activity Centres, and the local policies for these centres at Clause 22 give effect to these structure plans.

Neighbourhood Activity Centres

Wantirna Mall, Mountain Gate, Studfield and Scoresby Village will provide retail and commercial activities that serve the day to day needs of the local community while providing opportunities for residential development.

Commercial areas in the Foothills will need to positively respond to the landscape and environmental sensitivities of the area.

Council has adopted a structure plan for Ferntree Gully Village. The *Ferntree Gully Village Centre Structure Plan* (June 2014) sets the direction for the future use and development of Ferntree Gully Village. The Plan facilitates the consolidation of retail and commercial activity, and community services into accessible areas, encourages shop-top housing, and ensures development remains at a low-scale to protect key views to the Dandenong Foothills and to retain an open, rural character.

The Ferntree Gully Village Local Policy at Clause 22.11 applies to that Centre.

Development within The Orchards neighbourhood centre (located within the Dandenong Creek Valley) will need to positively respond to the landscape sensitivities of the adjacent Dandenong Valley Parklands.

Council has adopted built form guidelines for The Basin and Alchester Village. *The Basin Built Form Guidelines (May 2016)* and *Alchester Village Built Form Guidelines (May 2016)* sets a framework for future development of The Basin and Alchester Village Neighbourhood Activity Centres, including recommendations regarding built form controls. It is guided by a vision that aims to support the development of vibrant centres, while responding to The Basin and Alchester Village's unique landscape setting at the base of the Dandenongs.

All other commercial areas

Other commercial areas within Knox (other than those described above) have an important role to play in serving the retail and commercial needs of their local neighbourhoods. There is limited opportunity for increased residential development within these areas.

Place Management

Knox City Council has adopted a 'place management' model of managing its activity centres. This model seeks to respond to all elements of an activity centre and its user communities, focusing not only on the physical and economic determinants of a centre but the importance of social and recreational attributes in defining place for user communities.

Non-residential uses in residential areas.

A number of non-residential uses are recognised as being appropriate uses in residential areas including medical centres, veterinary centres, display homes, convenience shops and child minding centres. Some of these uses locate in residential areas due to proximity to a major facility such as an educational institution or hospital. The improper design or location of these facilities in a residential environment can, however, negatively impact on the residential amenity of an area.

The establishment of non-residential uses in residential areas on the periphery of activity centres and major facilities provides the opportunity for a buffer between business and residential uses. It minimises intrusion of non-residential uses into local residential streets. Non-residential uses which operate until late at night should be located to minimise intrusion into residential areas where late night commercial activity does not currently exist.

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Economic Development Objectives and Strategies

Objective 1 (Economic Activity)

To promote sustainable economic development.

Strategies

- Ensure that new subdivision is designed to ensure that it is functional and provides appropriately for the needs of industry and commerce.
- Encourage restricted retail to locate in designated highway locations and discourage out of centre development.
- Discourage restricted retail sales and other non-industrial related activities from locating in Industrial 1 zoned areas to ensure sufficient land for industrial and production economy related uses.
- Encourage appropriate home-based business.
- Provide for development that supports and accommodates emerging business trends that contribute to economic development in Knox.
- Encourage the formation of industry clusters and networks.
- Encourage infill development of vacant commercial and industrial sites and innovative development of car parks, to create pedestrian interest and active frontages onto local streets around activity centres.
- Consolidate retail activities into areas close to railway stations and other transport nodes, especially along streets with potential for improved pedestrian amenity.
- Encourage industrial development with compact internal arrangements that provide for efficient land use and quality public circulation spaces.
- Encourage industrial and retail development that facilitates the use of public transport by employees and visitors.

Objective 2 (Economic Activity)

To ensure that the image and character of Knox remain as an attractive place to do business.

Strategies

- Encourage development that is designed and located to contribute to the vitality and vibrancy of activity centres, and provides a focus for community activity, interaction and commercial activity.
- Encourage active street frontages and public spaces within commercial areas to promote pedestrian activity and enable social interaction.
- Encourage the built form and character of development, including landscape treatments, to respond to the width of declared arterial roads, highways and traffic volume.
- Encourage buildings to be orientated in such a way that presents a positive and lively image of urban activity.
- Ensure that industrial and commercial development positively responds to and protects the amenity of adjoining land uses, particularly residential.
- Maintain and enhance a high standard of visual amenity in industrial, business and restricted retail sales areas.
- Minimise signage clutter.
- Encourage industrial development that provides for perimeters along declared arterial road frontages defined by prestige facilities and well-planted setbacks.

Objective 3 (Economic Activity)

To increase tourism and visitor numbers in the municipality.

Strategies

- Support the development of new tourism enterprises throughout the municipality in appropriate locations.

Objective 4 (Industry/Commerce Precincts)

To support and encourage business retention, growth and employment opportunities within the Bayswater Industrial Precinct and other industrial areas.

Strategies

- Support manufacturing and industry in the Bayswater Industrial Precinct.
- Promote development of high amenity industrial estates.
- Avoid further fragmentation of industrial sites and buildings.
- Minimise the potential for inter-business and inter-land use conflicts.
- Improve the appearance and image of the area, gateways and declared arterial roads.
- Provide for better use of smaller vacant factories and under-utilised sites by facilitating site consolidation and redevelopment.
- Retain for a mix of industry uses and development discouraging non-industrial uses.

Objective 5 (Industry/Commerce Precincts)

To recognise and support the role of the Scoresby-Rowville Employment Precinct as an emerging Specialised Activity Centre.

Strategies

- Develop the Scoresby-Rowville Employment Precinct as a regional employment and national and international business attractor for technologically advanced industry.
- Encourage development of the precinct with a focus on hi-tech and bio-tech industries.

Objective 6 (Activity Centres)

To ensure a hierarchy of viable, accessible activity centres with a greater range of complementary activities for domestic, business, leisure and social life with improved public transport services.

Strategies

- Reinforce the role of the Knox Central Principal Activity Centre as a regional activity centre serving as the civic, retail, commercial, cultural and entertainment focus for the municipality and the region by using the Knox Central Principal Activity Centre local policy to ensure that development is consistent with the *Knox Central Urban Design Framework*.
- Support consolidation, investment and change in retail, office, service and increased residential activities within Major Activity Centres.

- Implement the *Bayswater 2020: Bayswater Activity Centre Structure Plan* (2005) to encourage sustainable development of the activity centre to meet the needs of the local community, encourage high quality built form and enhanced public spaces.
- Implement the *Rowville Plan* (2015) to ensure that the future development of the Stud Park Shopping Centre is undertaken in a comprehensive, integrated and well-planned manner and protects the amenity of nearby residential areas.
- Ensure that future development at Boronia Activity Centre provides a civic space or town square as the focus for development.
- Ensure that future development at Boronia Activity Centre provides pedestrian accessways between the Boronia Railway Station and Boronia Road.
- Support appropriate development in larger Neighbourhood Centres, including Wantirna Mall, Mountain Gate, Scoresby Village and Studfield that is well designed and respects and complements the local character, including height.
- Support appropriate development in Neighbourhood Centres in the Dandenong Foothills (Alchester Village, The Basin, Ferntree Gully and Upper Ferntree Gully) that responds positively to the landscape and environmental sensitivities of the area and is well designed and respects and complements the local character, including height.
- Implement the *Ferntree Gully Village Structure Plan* (June 2014) to consolidate the retail, commercial and community uses, promote shop-top and medium density housing, and protect the key views and the open, rural character of the Dandenong Foothills.
- Ensure that development and use in shopping centres is appropriate to the role and function of the centre.
- Direct large entertainment, comparison or convenience retail uses serving a regional catchment into principle and major centres.
- Direct Restricted Retail Sales to the preferred locations along Burwood Hwy and prevent the spread of retail uses outside of activity centre locations.
- Increase population density in and around activity centres to increase accessibility, demand for goods and services and promotion of community interaction.
- Encourage developers of land for residential and commercial activities to make a development contribution for the provision of social and other infrastructure improvements.
- Consolidate development and promote mixed uses and higher density housing in activity centres consistent with structure plans.
- Ensure future development is well integrated with its surrounds.

Objective 7 (Activity Centres)

Encourage development of more viable mixes of land uses within activity centres.

Strategies

- Concentrate retail outlets into prominent sites.
- Locate social infrastructure where they are connected to pedestrian, cycle and public transport routes that link them to their local user base.
- Redevelop under-utilised car parks for other uses that will enhance the vitality of activity centres, especially higher density housing.

- Redevelop properties that have poorly orientated frontages.

Objective 8 (Activity Centres)

To ensure activity centres are attractive and safe settings for pedestrians and make shops and services more accessible for local residents and workers.

Strategies

- Ensure new development promotes an integrated movement system that assists the economic vitality and development of activity centres.
- Improve the attractiveness of streets and other public spaces in and around activity centres.
- Enhance walking and bicycle routes between activity centres and surrounding neighbourhoods.
- Provide opportunities for passive surveillance through permeable building forms and active street frontages adjacent to pedestrian pathways.
- Ensure that the built form incorporates crime prevention design principles.
- Ensure that built form allows for access to all.
- Provide for attractive public realm opportunities within each activity centre identified through the structure planning process.

Objective 9 (Non residential uses in residential areas)

To allow non-residential uses in residential areas which provide services to the community without significant detriment to residential amenity.

Strategies

- Locate non-residential uses on declared arterial, link or collector roads carrying a minimum of 3,000 vehicles per day on the periphery of retail activity centres or major community facilities.
- Locate uses which intend to be open late at night near other compatible late night uses.
- New development is to be similar in character, size, setback and height to the development in the surrounding neighbourhood.
- New development is to harmonise with the surrounding area through its use of materials, colours and landscaping.
- Limit signage to identification purposes and traffic management only.
- Support the expansion of existing non-residential activities so long as amenity is not detrimentally affected.
- Design developments to minimise any intrusion to residential amenity in terms of overlooking, overshadowing and excessive noise.

21.07-3 Economic Development Implementation

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These strategies will be implemented by:

Using zones, overlays, policies and the exercise of discretion

- Applying appropriate zones and overlays
- Applying Development Contribution Plan Overlay as required.
- Ensuring that development is consistent with the *Knox Urban Design Framework 2020* (2003)
- Apply Design and Development Overlay 8 to protect and enhance the landscape settings and village character of the Ferntree Gully Village Activity Centre.
- In the Ferntree Gully Village Activity Centre, rezone peripheral commercial land east and west of the retail core to Mixed Use Zone to encourage community services and office use with residential development above.
- In the Ferntree Gully Village Activity Centre, rezone land within the station reserve and east of the railway to Commercial 1 Zone to encourage commercial uses.
- In the Ferntree Gully Village Activity Centre, rezone peripheral land to General Residential Zone to encourage residential development.
- Apply Design and Development Overlay 11 to protect and enhance the landscape settings and village character of The Basin and Alchester Village Neighbourhood Activity Centres.
- Applying the Industrial and Restricted Retail Sales Area Design local policy at Clause 22.02.
- Assessing whether the development is innovative and best practice in sustainable design in accordance with Clause 21.04.
- Applying the Bayswater/Bayswater North Industrial Area Strategy (2003).
- Applying the *Scoresby Rowville Employment Precinct* local policy at Clause 22.08.
- Applying the *Knox Central Principal Activity Centre* local policy at Clause 22.04.
- Supporting development and land use in the Knox Central Principal Activity Centre that is consistent with the *Knox Central Urban Design Framework* (2005).
- Applying the Bayswater Activity Centre local policy at Clause 22.05.
- Supporting development and land use in the Bayswater Activity Centre that is consistent with the *Bayswater 2020: Bayswater Activity Centre Structure Plan* (2005).
- Applying Clause 22.11 Ferntree Gully Village Local Policy.
- Supporting development and land use in the Ferntree Gully Village that is consistent with the *Ferntree Gully Village Structure Plan* (June 2014).
- Applying the *Boronia Activity Centre* local policy at Clause 22.06.
- Supporting development and land use in the Boronia Activity Centre that is consistent with the *Boronia Structure Plan* (2006) and addendum dated March 2012.
- Applying the *Rowville (Stud Park) Activity Centre* local policy at Clause 22.13.
- Supporting development and land use in the Rowville (Stud Park) Activity Centre that is consistent with the *Rowville Plan* (2015).
- Supporting development and land use in the Ferntree Gully Village that is consistent with the *Ferntree Gully Village Structure Plan* (June 2014).
- Applying the Residential Land Use and Development within the Commercial 1 Zone local policy at Clause 22.12.

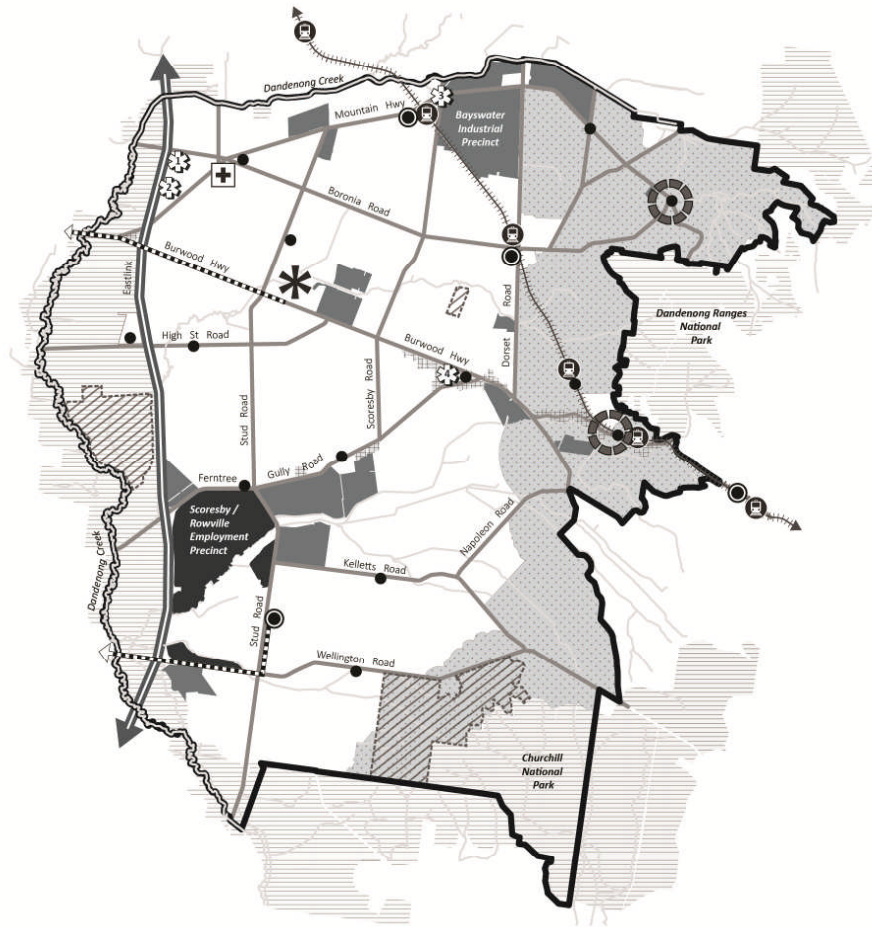
Undertaking further strategic work

- Prepare Development Contribution plans.
- Undertake an assessment of future retail needs in Knox.
- Prepare a structure plan for Burwood Highway retail land.
- Prepare structure plans for Alchester Village, The Basin and Upper Ferntree Gully Activity Centres.
- Prepare Urban Design Guidelines and local policy.
- Implement the *Knox Central Urban Design Framework* for the Knox Central Principal Activity Centre.
- As specified in the *Bayswater 2020: Bayswater Activity Centre Structure Plan (2005)* and addendum dated March 2012, in partnership with the Department of Infrastructure undertake a regional strategic transport analysis, including the role, nature and function of Mountain Highway.
- As specified in the *Bayswater 2020: Bayswater Activity Centre Structure Plan (2005)* and addendum dated March 2012, following the completion of the strategic analysis of the regional transport system, prepare an Urban Design Strategy/Master Plan for Mountain Highway addressing landscape, urban design, access and improved pedestrian and cycle facilities.

Undertaking other actions

- Undertake an economic analysis to determine the future potential for a medical precinct in Wantirna.
- Promote the Scoresby-Rowville Employment Precinct.
- Promote the tourism potential of regional and local parklands.
- Promote and implement the Knox Economic Development Strategy 2008-2018 (2008).
- Contribute to the development of high technology and knowledge based industries within Knox.
- Continue to implement the *Place Management Program* for identified activity centres.
- Continue to work in partnership with Maroondah and Yarra Ranges to consider the recommendations of the *Bayswater / Bayswater North Industrial Area Strategy (2003)*.
- Continue to implement the initiatives of the *Regional Economic Strategy for Melbourne's South East 2009-2030 (2009)* with member councils of the region.
- Analyse infrastructure requirements for hi-tech and bio-tech or newly emerging technologies.
- Liaise with VicRoads to obtain approvals for proposals within the Boronia Structure Plan (2006) where these proposals directly affect declared arterial roads.
- Work with landowners of Strategic Investigation Sites and the surrounding communities during future strategic planning processes and any associated rezoning process to ensure that future residential (and non-residential) development reflects the *Knox Housing Strategy 2015*.

ECONOMIC FRAMEWORK



LEGEND

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| <ul style="list-style-type: none"> RAIL CORRIDOR / TRAIN STATION MUNICIPAL BOUNDARY DECLARED ARTERIAL ROAD EASTLINK EMERGING SPECIALISED ACTIVITY CENTRE: SCORESBY / ROWVILLE EMPLOYMENT PRECINCT INDUSTRIAL AREAS: MAJOR SOURCE OF LOCAL EMPLOYMENT QUARRY: FUTURE REMEDIATION MEDICAL PRECINCT: ECONOMIC ANALYSIS TO DETERMINE FUTURE POTENTIAL MEDICAL PRECINCT | <ul style="list-style-type: none"> HIERARCHY OF ACTIVITY CENTRES PRINCIPAL MAJOR NEIGHBOURHOOD UPPER FERNTREE GULLY AND THE BASIN: DEMARCATE GATEWAY TO TOURIST ACTIVITY WITHIN THE DANDENONG RANGES REGIONAL TOURISM AND RECREATION WITHIN THE DANDENONG CREEK VALLEY / THE DANDENONG RANGES AND CHURCHILL NATIONAL PARKS DANDENONG FOOTHILLS: SIGNIFICANT ENVIRONMENTAL LANDSCAPE | <ul style="list-style-type: none"> HIGHWAY RETAIL FUTURE BURWOOD HIGHWAY TRAM / ROWVILLE TRAIN (BEING ADVOCATED) STRATEGIC INVESTIGATION SITES* 1&2 Wantirna Health Precinct: 706, 750-750A, and 760 Boronia Road; and 203 and 251 Mountain Highway, Wantirna 3 Bayswater Triangle 4 Mountain Gate Triangle |
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* See also Clause 21.05 Housing Framework Map